



OUR JOURNEY IN
SUSTAINABILITY

2023
REPORT



OUR VISION

Great people, working together
to create positive change in the world.



OUR MISSION

To support everyone who cares about waste diversion
with leading edge products and services that maximize
the quantity and quality of their recycling program.



A Message from our founder **CRAIG BUSCH**

2023 was another incredible year – with a focus specifically on the environmental impact of our products.

Through our partnership with CarbonGraph, we were able to map and publish the full life-cycle carbon footprint of our entire lineup. We introduced more post-consumer recycled content into our container series, and continued to innovate with materials, processes, and recyclability to ensure our products are the very best for our planet.

I'm also incredibly proud of our social and thought leadership this year – we completed a second successful Profit-Sharing Plan year with our employees, began our partnership to clean the world's oceans with Plastic Bank, and continued to share expert knowledge through our bi-monthly free-access webinars!

With all these initiatives still in motion, 2023 has been another banner year worth reflecting on - it has been more than 37 years since I founded Busch Systems, but my passion for innovation within the industry has never been stronger! It is more important now than ever for us to truly stand out at the forefront of the sustainability movement – through product leadership, thought leadership, and social leadership.

We are not slowing down and I'm excited for the innovation that is to come in 2024. Our commitment to leadership in the industry is stronger than ever before and I can't wait to see the positive impact that Busch Systems will have.

Craig Busch

Founder, President & Chief Designing Officer



INVESTING IN OUR PEOPLE



Profit-Sharing Plan

In 2022, we launched a comprehensive Profit Sharing Plan for all our full-time employees. We set aggressive targets for the year, and we are very pleased to report our staff not only met those goals but surpassed them! At the end of our 2023 fiscal year, we were able to pay out full bonuses to everyone who worked so hard to conquer those profit targets.



Employee Engagement Survey

Busch Systems is dedicated to the health and happiness of our management and staff, and the results from our 2023 Engagement Survey reflect that. Employees responded that they felt proud of where they work, and would not hesitate to recommend Busch Systems as a great employer. We were also pleased to hear that employees were inspired by our Core Values, and looked forward to working at Busch for years to come. In 2024, Busch Systems will continue to maintain and improve employee engagement and satisfaction.



Employee Review from Tamara

"It's been 2 months now that I have been an employee of Busch It so happened that almost 5 months ago I came from Ukraine to Canada. And this company gave me a chance to get my first job in Canada! To me, a person who speaks English poorly and had no work experience in Canada. I got a job in a very strong company. [Busch Systems] cares about both customers and employees, during this time while there is a war in my country, I have seen other jobs and bad treatment of people.

The team, people, employees - everyone is so friendly and kind! And all my coworkers say only kind words about the company; that it is the best job in Barrie!

I don't know why I got such a chance to work in such a company, but I am very thankful to God that I have such a job. I will do my best not to let Busch down and build my life in Canada."



Social Events

We place a high value on keeping our employees engaged and active within our work community, ensuring higher employee satisfaction & retention. In 2023, our Engagement Coordinator & volunteer Social Committee hosted monthly staff appreciation events & philanthropic initiatives including:

- An Earth Day Trash Pick-Up of our office neighbourhood
- Several on-site events that included complimentary food truck treats & lunches
- A Busch Family & Friends Beach Clean-up Day in July with Ryan Hickman, our Jr. Ambassador and Youth for Lake Simcoe
- Our annual Barrie Christmas Cheer silent auction & Christmas Toy Drive
- Our company-wide Holiday Party at the Rec-Room in Barrie

Busch Systems Annual Earth Day Neighbourhood Cleanup



Beach Cleanup Day in July Custom Company T-Shirts



Barrie Christmas Cheer Fundraiser Cheque





INVESTING IN OUR COMMUNITY



Responsible
Initiatives
Supporting the
Environment

Project RISE (US & Canadian charities)

We believe in the importance of both environmental and social responsibility, and that is exactly why we introduced Project RISE in 2018. With every order, customers are given the opportunity to have Busch Systems donate on their behalf to the charity of their choosing, selected from a curated range of non-profit organizations in the areas of: forestry, climate, water conservation, and environmental protection & education.

The process is simple & streamlined:

1. A customer makes their purchase,
2. They are provided with a code valued at up to \$500 that they can 'redeem' in support of their selected non-profit, and
3. Busch Systems makes the donation on our customers' behalf

Charities pending for 2024: Freshwater Future, Forests Ontario, Environmental Defense, and RAVEN Trust.



Supporting Local Businesses

Busch Systems was proud to donate some of our Expression Series waste and recycling bins for the Troubadour Music Festival hosted by the Downtown Barrie BIA.



Christmas Cheer

Busch Systems was happy to get the holiday spirit in full swing this year, supporting families in need in our area. In addition to volunteering and playing Santa Claus, Busch Systems was proud to donate \$10,000 to the Barrie & District Christmas Cheer.



Barrie Chamber of Commerce Awards

Busch Systems was proud to shine a light on one of its exemplary employees, our Product Marketing Lead, Tim Ash who was nominated for the Employee of the Year Award. The Barrie Chamber of Commerce Business Awards celebrates the exceptional businesses and individuals who have made significant contributions to the economic and social well-being of the Barrie Community.



Charities

Throughout 2023, Busch Systems donated to multiple charities including:

- **Barrie Christmas Cheer**
- **Barrie Food Bank**
- **Canadian Mental Health Association**
- **Juvenile Diabetes Research Foundation**
- **Canadian Diabetes Association**
- **CIBC Run for the Cure**
- **Tour de T1 (Bicycle race to support research for T1 Diabetes)**



Barrie Chamber of Commerce
Business Awards



INVESTING IN OUR CUSTOMERS



Trustpilot Testimonials

"We have been repeat customers of Busch Systems for the past decade. The products that they sell are of a high quality, replacement parts are readily available when the snow plow took out some of our outdoor containers, and the staff is helpful at every step of the process. In addition, Busch Systems is an industry leader in offering thought pieces, educational seminars and one-on-one advice on how to improve our collection systems. I wish that I could give them more than 5 stars. Lastly, our representative truly listens to what our needs are and shares information about new products or services that would be helpful here, not just to move product and improve their bottom line."

-Jamie, USA



New Mosaic™ Series

As innovators in the world of waste diversion, Busch Systems was proud to launch its newest container, The Mosaic™ Series. This container focuses on signage and communication of your program and messaging, making waste and recycling collection effortless, efficient and stylish (of course!)



Virtual Tradeshow Space

Continuing to ensure our customers receive the best service available no matter their location, our virtual Trade Show Room has not only become a space to showcase products for any virtual trade shows, but has become a space where our sales representatives can virtually meet with customers, from around the world. This space is also used during our Green Thinking Webinar Series.



INVESTING IN OUR INDUSTRY



Support for National Recycling Coalition (NRC)

Busch Systems is a dedicated supporter of the National Recycling Coalition (NRC), a member-based NGO whose mission is to bring together different recycling industry stakeholders including businesses, NGO's, trade associations, government agencies and advocates to collaboratively develop solutions to advance recycling systems and conserve natural resources. Our Senior Advisor, Alec Cooley, is an elected board member, Chair of the Fund Development Committee, and Co-chair of the Conference Committee. In the past two years, Busch sponsored and exhibited at the NRC-organized 2020 National Zero Waste Conference and at the 2021 National Recycling Congress. You can learn more about the NRC by visiting nrcrecycles.org

Other Notable Organizations

Busch Systems is associated with many additional organizations:

- ARCAT
- Association for the Advancement of Sustainability in Higher Education (AASHE)
- Association of Educational Purchasing Agencies
- Canadian Green Build Council
- Canadian Healthcare Housekeepers' Association (ISSA Canada)
- Carolina Recycling Coalition
- International Association of Amusement Parks (IAAPA)
- International Association of Venue Managers (IAVM)
- International Facilities Manager Association (IFMA)
- International Sanitary Supply Association
- MassRecycles
- Michigan Recycling Coalition
- New Mexico Recycling Coalition
- Recycling Council of Ontario
- Tennessee Recycling Coalition
- Washington State Recycling Association

100% POST-RECYCLED CONTENT!



CarbonGraph

2023 was an exciting year for us in our carbon footprinting journey. We completed the research, mapping and publication of all our core products.

We are proud to highlight our Renegade™ Series, which is not only made of 100% Post-Consumer Recycled Content, but also has the lowest carbon footprint in our product catalog.

Click to view the Renegade's Life Cycle Assessment!



Blue Wave

Since 1987, Craig Busch has been designing, re-inventing, and improving the recycling industry. What started as a mission to create a lighter, durable and more effective recycling bin has become a successful journey to support everyone who cares about waste diversion with leading edge products and services that maximize the quantity and quality of their recycling program.

Introducing: Blue Wave, powered by Busch Systems. These carefully curated containers have been thoughtfully researched, designed and tested to be better than your traditional garbage bin. Each bin has been created through Craig's vision of waste bins reinvented. You choose what's important to you; We have a bin that will make that happen!

Click to view the Blue Wave Product Catalog!



Develop Original Knowledge & Best Practices Content

Green Thinking Webinar Series

Anyone who has overseen a waste reduction program understands that simply putting out as few recycling bins doesn't guarantee people will use them. Building a successful program that recovers a high percentage of clean recyclables and food organics requires a deliberate approach that includes smart design, operational efficiency and regular education, among other steps. Busch Systems recognized that the only way we can be successful is to ensure our customer's diversion efforts are successful. That's the spirit behind the Green Thinking webinar series, which regularly hosts free programs featuring case study presentations and industry experts to disseminate best practice knowledge to local sustainability and facility managers.

2023 Figures:

- 8 Programs totaling over 1,050 attendees

Topics Included:

- Waste Diversion at Special Events
- Indoor Organics Collection
- Ask an Expert
- Strategic Planning
- Centralized Office Collection

Industry Experts Included Representatives From:

- City of Lethbridge, AB
- Stina Inc.
- Emory University
- Cascadia Consulting Group
- HSR Zerio Waste
- Zabble
- Zero Waste Campus Council

Alec's Events for 2023:

Association of Ohio Recycler's Conference, STAR, AASHE, Tennessee Recycling Coalition, Illinois, Federation of NY Solid Waste, Carolina Recycling Association, Recycling Association of Minnesota

"Thank you so much - all presenters were very insightful and the discussion was great."
- Omar

"There were very helpful suggestions... that my company had not thought of! I hope to present the ideas to the rest of our team, thank you so much!"
- Michelle

"Always love the Busch webinars."
- Ashley

OUR SENIOR ADVISOR

Alec Cooley



Our Senior Advisor Alec Cooley has seen and done a lot over his thirty plus years in the waste reduction field. In addition to showcasing the case studies and best practices he comes across, Alec uses his blogs, conference presentations, journal articles and other opportunities to offer his own observations and commentary.



Thought Leadership

2023 was a year of continued research, and education on the topic introduced last year: Restoring public confidence in Recycling.

Alec was one of the first people in the recycling industry to draw attention to this recent trend with a significant percentage of the public expressing skepticism that their efforts to recycle are worth the effort.

Alec used his platform to speak at several industry conferences about his research, and the ways that leaders in the industry can turn around this public perception.



INVESTING IN
OUR PLANET



Plastic Bank

Innovation is at the heart of what we do, and we are proud to have partnered with Plastic Bank®. Plastic Bank empowers the Social Recycling movement that stops ocean plastic and helps alleviate poverty. Busch Systems is improving lives in ethical collection communities in collaboration with Plastic Bank and, in 2023, Busch Systems has stopped the equivalent of 2.2 million plastic bottles from entering the ocean in collaboration with Plastic Bank.

Plastic Bank empowers the Social Recycling movement that stops ocean plastic and helps alleviate poverty in vulnerable coastal areas. In July 2023, Busch Systems started its collaboration with Plastic Bank to help make an impact in stopping ocean-bound plastic. As part of our agreement, Busch Systems has helped stop over 45,000 KG of plastic from entering the ocean in collaboration with Plastic Bank.

Through our partnership with Plastic Bank we're committed to helping communities stop ocean-bound plastic directly from local beaches, riverbanks, neighbourhoods, and households. Our initiatives don't just clean the environment; they uplift communities, foster economic growth, and lay the foundation for true social impact. Through the Plastic Bank proprietary blockchain-secured platform we can track our impact through the dashboard and interactive map below to see the amount of plastic that has been prevented from entering the ocean.





Plastic Bank Member Impact Stories

Click to read Atmawati's Story!



Atmawati's Story

Atmawati is a 42-year-old collection community member, working alongside her husband Asis in Bali, Indonesia. She began collecting plastic waste to help her husband and support improving their family's livelihood.

Click to read Haris' Story!



Haris' Story

Haris Sofyan, a 43-year-old man, has been a Plastic Bank collection member in Bali since April 2021. He resides in Bali with his wife and five children. Previously, Haris and his wife operated a tattoo business. Unfortunately, their house and business were destroyed in a fire incident.

Click to read Ika's Story!



Ika's Story

Ika S. is a mother and Plastic Bank member in Kuta, Indonesia. She began collecting plastic waste to help clean up her community, and in 2019 joined Plastic Bank to turn her plastic collection into meaningful employment.



OUR GOALS FOR 2024



Continuing in Leadership

We are always looking forward to the future and the ways that we can make a continued impact within our industry and throughout the world.

2024 is going to be another year of innovation and expansion. We plan to use the information we continue to learn from our Carbon Footprinting journey to make impactful decisions about our current products and expand our product lineup.

As Thought Leaders and Social Leaders we will continue our work to make an impact locally and globally including ways that we can offset our carbon footprint and invoke positive change. Gathering more information will only expand the subjects and speakers of our Webinar Series and we look forward to seeing the growth continue!

